



CITY OF TUCSON

MEDIA RELEASE

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News Conference Features Message Unveiling GOHS, TDOT and Sun Tran Team Up To Encourage Teen Sobriety

The Governor's Office of Highway Safety (GOHS), City of Tucson Department of Transportation (TDOT) and Sun Tran are holding a news conference on Wednesday, December 13, 2006, to unveil a Sun Tran bus displaying an anti teenage drinking and driving message. The event will be held at 10:30 a.m. on the north side of Tucson High School, located on 6th Street just west of Euclid Avenue. Free parking is available in the University of Arizona lot at the northeast corner of the intersection.

According to an Arizona Department of Transportation report, one in eight alcohol-related vehicle crashes in Pima County involves a driver under the age of 21 – young adults who are below the legal drinking age.

“With the holidays right around the corner, this is an especially crucial time to reach out to our teens about making responsible choices when it comes to drinking alcohol,” said Tucson Assistant City Manager Karen Masbruch. “GOHS, TDOT and Sun Tran have teamed up to create an eye-catching message that will be viewed by hundreds of thousands of people as the bus travels throughout the community.”

The event has drawn interest from various local and state agencies, many of which are sending representatives to the unveiling. Speakers will include Tucson Mayor Bob Walkup; Richard Elías, Chairman of the Pima County Board of Supervisors; Richard Fimbres, Director of the Governor's Office of Highway Safety; Tucson Assistant City Manager Karen Masbruch; Sun Tran General Manager Katrina Heineking; and Soledad Zuzuarregui, Governor Janet Napolitano's Community Outreach Director. TDOT Director Jim Glock will serve as the Master of Ceremonies.

For more information about the campaign, please call Alma Yubeta at the Governor's Office of Highway Safety at (520) 790-5124.

Continue below to view pictures of the buses



The Tucson Department of Transportation (TDOT) keeps Tucson moving smoothly and safely. The Department's nearly 400 employees oversee the maintenance and reconstruction of nearly 4,400 lane miles of streets and are responsible for hundreds of drainage structures, public art pieces, street lights and signs, and traffic signs and signals in Tucson. TDOT also operates the City's transit services, Sun Tran and Van Tran.

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